

How To Begin?

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Is There A Path To Follow?

Audrey Scott



- Community Activist
- Municipal Government
- County Government
- Presidential Appointee
- State Cabinet

Sandra Shrader



- Staff to Senator Madden
- State Senator

Ellen R. Sauerbrey



- State Legislator
- Gubernatorial nominee
- Ambassador
- Assistant Secretary of State

Donna Edwards



- Non-profit Executive
- Member of Congress

So if there is no single path, where do you start?

Two Guiding Principles

- Do what you love, and success will follow.
 - Are you the executive type?
 - Are you a discussor/negotiator?
 - Do you like being engrossed in the community?
 - Do you want the job to be all-consuming or more part time?
- Let your passions be your guide.
 - Different offices and levels of government have different focuses.
 - Pick one that coincides with your passions.

What do you need to
start?

Network of Supporters

- Brain Stormers
- Expert advisors
- Raisers
- Grassroots Support
- Construction Crew
- Family/Personal Support

Time

- Campaigning is a full-time job.
- Average candidate will spend 30 hours per week on top of regular career.

Resources

- It costs money to share your message.
- The overwhelming majority of raised dollars are small gifts.
- PACs geared towards women.

The Ability to Effectively Communicate

- To small groups
- To large groups
- To media

The Ability to Answer the most Fundamental Question

- Why?



Questions

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